El Excentrico

Humberto Garcia — January 20, 1969





COMPANY OF 75

Directed and Choreographed by AMALIA HERNANDEZ

ONE NIGHT ONLY!!

SAN JOSE CIVIC AUDITORIUM

Monday, February 10 at 8:30 P.M.

TICKETS ON SALE NOW: SAN JOSE BOX OFFICE
912 TOWN & COUNTRY VILLAGE, SAN JOSE CA.
PHONE 246-1160

Open Monday - Fri. 10-5:30, Sat 10-3

TICKETS $3.50, $4.25, $5.75 and $6.50

MAIL ORDERS: Payable to San Jose Box Office with stamped envelope.

HERE'S THE WHOLE STORY!

ANN DARLING, COLLEGE PARK, GARDNER, GRANT, HESTER JEFFERSON, LINCOLN GLEN, LOWELL, HORACE MANN, OLINDER, TRACE, WASHINGTON, y WILLOW GLEN, Los Edificios de estas Escuelas Primarias, estan abajo de las normas establecidas por la legislatura.

HAY 7,705 NIÑOS QUE ASISTEN A ESTAS ESCUELAS
MUCHOS DE ELLOS SON NUESTROS!

SCHOOL BONDS SI!

PROPOSITION A WILL REPLACE THE OLD SCHOOLS	BONDS YES	X
	BONDS NO	
PROPOSITION B WILL BUILD FOR GROWTH	BONDS YES	X
	BONDS NO	

VOTE YES on FEBRUARY 11

PROPOSITIONS (A) & (B) Will Mean Good Schools & Better Education for All San Jose Children

CITIZENS' COMMITTEE SAN JOSE UNIFIED SCHOOL DISTRICT

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Specializing in Razor Cuts & Hairstyling



JOE and LUCKY giving special attention on HAIRSTYLING to Rudy Belloumini. Mention this advertisement and receive a $6.50 HAIRSTYLE for $4.50 Save $2.00

HAIRCUTS ARE STILL $2.00

Joe Peraza is no longer at 89 Post St. and wants his friends to visit his new Barber Shop located only 1/2 block away.

125 POST ST.
295-9550

En Seguida de
JOE'S CLUB

El Excentrico

VOL. 20 NO. 5 JANUARY 20, 1969

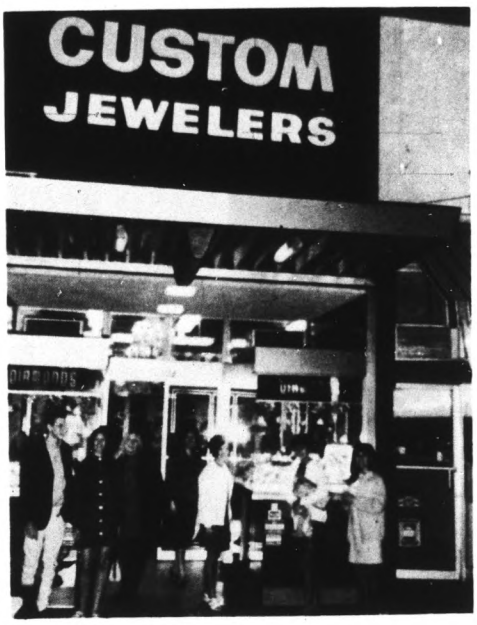
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DANIEL SALDAÑA
ANGE CORONADO
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RICHARD DIAZ
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LAS CORONELAS
TONY GARCIA

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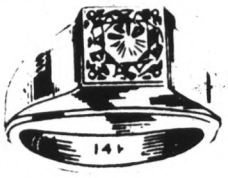
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"CUSTOM JEWELERY is a constant Compliment to your own good taste"

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If You Are Getting Married
Come In For A FREE GIFT

Custom Jewelers

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(Downtown San Jose)



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272-2965 31 S. Jackson Ave.

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request the honour of your presence
at the marriage of their daughter

Beda Aida

to

Mr. Jose Castro
son of Mrs. Maria Vda. de Castro

on Saturday, the twenty-fifth of January
nineteen hundred and sixty-nine
at two o'clock



Queen Apostles Church
4911 Moorpark Avenue
San Jose, California



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GOWNS for the BRIDESMAIDS
MOTHER OF THE BRIDE

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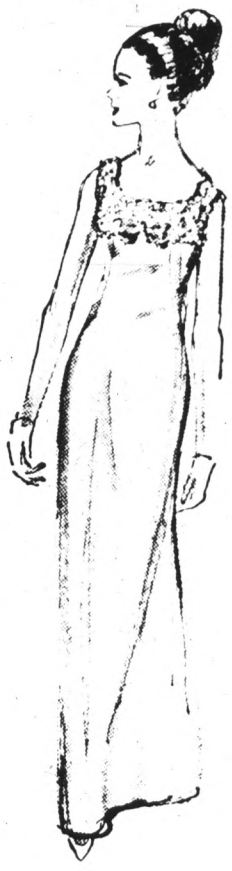
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at an unprecedented Low price of

$9.90





Choose from hundreds of long Formal Gowns in Crepes, Chiffons, and Brocaded Satins.

ORIGINALLY PRICED AS HIGH AS $34.99

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LOS HERMANOS ROMITO

Family Style Dinners & Cocktails

Our Specialty - Sea Foods

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ITALIAN - AMERICAN CUISINE
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LUGAR PARA FAMILIAS
Lonches - 11:00 a.m. a 3:00 p.m.
PRECIO $1.85

ABIERTO
De 11:00 a.m. a 2:00 a.m.

258-2464 3469 McKEE ROAD (Country Club Villa S. Center)
East Side Newest Family Style Restaurant

R K M

Mr. and Mrs. Joseph A. Martinez
request the honour of your presence at the
marriage of their daughter

Kathleen

to

Mr. Reginald Vierra
Son of Mr. and Mrs. Melvin Vierra

On Saturday, January 11th at 11:00 o'clock
in the morning, at St. Gustin Church.
Santa Clara, California 1969

Reception
S. E. S. Hall Lewis & Lafayette
At 1:00 p.m.

Blanco's



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2003 ALUM ROCK AVENUE
(next to Club Tico Tico)

Scholarship Fund Drive

The American GI Forum, a Mexican veterans organization, recognizing the great need for college scholarships for our kids are at the front lines getting the needed money. Most of you have seen our teams selling the tickets for dollars. We have been at Bazar, White Front, Payless, and the Flea Market. The rain and the cold has not stopped us. The Hong Kong Flu slowed us some but the holidays gave us new resolve to carry this program on with all our energies and with your help.

This program as small as it is the biggest we have ever attempted. We dare not fail. The 10, 000 tickets we are offering at one dollar donation per ticket will give you a chance to win the following prizes: 1st, a 1969 Mustang, loaded; 2nd, a portable color TV set; and 3rd, a portable B&W TV set. The winning ticket will be drawn by the newly crowned queen at the Coronation Ball on Feb. 22, 1969 at the McCabe Convention Hall, San Jose. Every penny that remains after paying for the prizes will go into scholarships for Mexican - American High School graduates. We urge you to step forward now and help make this program a success. This is your program as well as ours; it was born of a desparate need among our people. It is not now or ever was intended as a monument to an individual or organization.

Send your checks or money orders to Am. GI Forum Scholarship Fund, 1111 Beaumont Dr., San Jose, Calif. 95129. Please send moeny for five or more tickets but not for less. We will fill the stubs with your names, addresses and Phone Nos., so please include this information. We will mail you the tickets without the stubs (the lucky stubs will be placed in the wire mesh canister).

All of you are cordially invited to attend the Coronation Ball on Feb. 22, 1969 at McCabe Convention Hall on 145 W. San Carlos, San Jose.



San Jose GI FORUM QUEEN ROSALIE DE LA CRUZ accepts the keys to the MUSTANG from Wilford Irizarry of San Jose Ford. The car is the First Prize in the GI Forum Scholarship Drive.

RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

Rene & Rene

Saturday, January 25

Connie Caudillo & his Orchestra



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296 - 0306

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Salon de Belleza Mexicano

Las Mejores Estilistas en el norte de California
Corte de Pelo - Estilo - Pintura
y PLATEADO !
Abierto Diariamente de 9:00 a.m. a 9:00 p.m.
LOS SABADOS de 9:00 a.m. a 6:00 p.m.
DOMINGOS 9:00 a 3:00 p.m.



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Carl Chevrolet

SUPER MERCADO de AUTOS
Las mejores compras en
Carros NUEVOS y USADOS
Con tan solo $182. 00 de Entre
Ud. obtiene un Chevie nuevo!

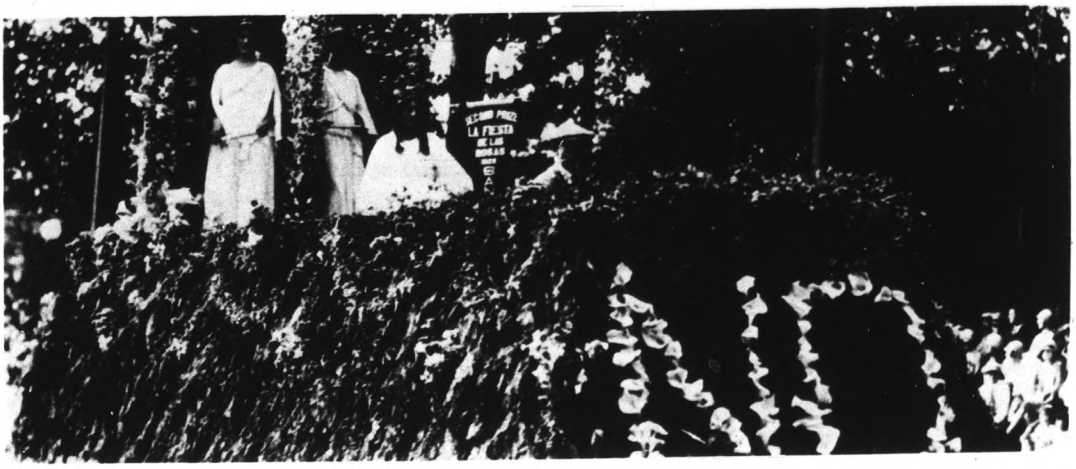
El lugar mas Nuevo de
San Jose y con las mejores
Facilidades de Pago !

905 W. Capitol Express Way



VINCE GONZALEZ

San Jose



BEAUTIFUL FLOAT -- This lovely floral float was the Notre Dame High School entry in the FIESTA DE LAS ROSAS parade held in 1928. The girls, it would seem, were just as beautiful in those days as are the Notre Dame lassies of today. Note intricate work that went into construction of this self-propelled unit.

La Fiesta de las Rosas, the Western United States' newest major parade, pageant and festival is the big spectacular on the Santa Clara Valley schedule in May and June, 1969.

The grand floral parade will be held Sunday, Jun 1.

A three-day Great West Rodeo, offering $15,000 in prize money to the nation's top cowboys, will be held on May 30, May 31 and June 1. These dates take in the Memorial Day holidays.

A rose show, arts, crafts, music, fandangos and sports celebration also are on the program.

Daniel Saldaña, chairman of the Fiesta parade, held the organizational meeting of his parade committee January 16 and explained the Fiesta program to representatives of such diverse groups as Mexican-Americans, labor, business, civic organizations, veterans, the schools and individuals.

Mr. Saldaña said the committee should seek to put on a 2 1/2 mile, 2-hour extravaganza that would attract upward of 500,000 people.

In the late 1920's and early 1930's, the Fiesta parade drew huge crowds and attracted such personalities as Will Rogers. Thousands of school children and adults helped decorate the floats.

"now is the time to plan the floats, and to follow the "Heritage" theme of the parade," Mr. Saldaña said. "It is hoped that the parade will dramatize the rich cultural heritage of the Santa Clara Valley, that it will portray our history and will show our neighbors what the one million people of Santa Clara County can do."

Persons wishing to work on the parade committee, or organizations seeking information on float entries, are requested to contact Mr. Saldaña at 296-1344.

PARA INVITACIONES DE BODA
A MEJORES PRECIOS
LLAME AL TEL. 292-4273

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No Experience needed for interesting telephone jobs ! We have clerical & Operator openings. Good starting salary paid vacations & Holidays. Regular raises good chance to advance. Visit our Employment Office today: 8:30 to 4:30, Monday thru Friday
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PACIFIC TELEPHONE
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Prescription Specialists

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SI PARLA ITALIANO - SE HABLA ESPAÑOL
NOS ESPECIALIZAMOS EN RECETAS



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PROP.

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Courtesy Chevrolet

AL ZAMORA invita a Ud. y a su distinguida familia para que pruebe y admire el amplio surtido de carros NUEVOS y USADOS Y las Amplias FACILIDADES de PAGO que aqui se Ofrecen.



Tel. 248 - 5000 3030 STEVENS CREEK BLVD. (at Winchester Rd.)



CARMEN
GONZALEZ, Prop.

LAS CAZUELAS

Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de la SEMANA
Diariamente 7:30 a.m. a 12:00 p.m.
Los VIERNES y SABADOS de 7:30 a.m.
a 3:00 de la MADRUGADA.

El MENU mas Variado y Autenticamente Mexicano en todo el Norte de California

297-6370 30 S. SECOND ST.

CLUB "LAS CORONELAS"



GLORIA BRACAMONTE

VISITAS Y DESPEDIDAS

Bien venida Linda Chantaca una de Las Coronelas que esta de visita de Mexico. Esta estudiando en Mexico Lenguages.

Despedida a Daniel Marroquin, de San Jose, que ingres a dar su servidio a su paise. De parte de su novia Ceci Alicaya y Las Coronelas le deseamos buena suerte y que vuelva con la gracia de Dios.

FELICIDADES

A Marce Mora, nuestra presidenta, que ha recivido la primera invitacion de todo el area del norte de California a el congreso de Charros de Mexico. Que este evento sera muy pronto en el futuro. Las Coronelas tambien son envitadas de honor.

MENSAJES EN INGLES

Sandra Katib - don't worry because a rival imitates you. As long as she follows in your tracks, she can't pass you.
Joe Flamante (Bubbles) - Good men must die, but death cannot kill their name.
Ceci Alicaya - a sense of humor is what makes you laugh at something which would make you mad, it happened to you.
Frank Escobar - dancing is one of the few remaining activities in which men lead women.
Grace Castañeda - keep smiling. It makes everyone wonder what you've been up to.
Jean Aguilar - the man who spends his life building walls instead of bridges has no right to complain if he's lonely.
Virginia Mora - continual cheerfullness is a sign of wisdom.
Rudy Belluomini - few men have the strength to honor a friend's success without envy.
Marce Mora - love is just a chemical reaction. But it's fun trying to find the formula. J. D. Shantel
Arnulfo Delgado - before a man climbs the ladder of success he usually finds the right women to needle him up.
Gloria Parra - having money and friends is easy. Having friends and no money is an accomplishment.
Art de Luna - You can't buy loyalty. you can only get it in an even steven swap for loyalty of your own.
Candy Veliz - Never tell evil of man, if you do not know it for certainty, and if you do, ask yourself, "why should I tell it."
Oscar Madrid - a thankless man rarely does a thankful deed.
George Zaragoza - a man's good breeding is the best security against other peoples' ill manners. Lord Chersterfed.
Annie Reyes - the best answer to anger is silence. Esta Luego, Gloria...

Sullivan
BEAUTY COLLEGE
Tel. 294-8696 374 S. FIRST ST.

HAIRCUT 1.00
SHAMPOO & SET 1.00
SPECIAL
Mon. thru Thurs.
ONLY.
CUPON GOOD THRU JANUARY AND FEBRUARY
PERMANENT WAVE 3.95

All Work Done by ADVANCED STUDENTS
(Must present this ad upon appointment)

ALL YOU CAN EAT

LUNCH $1.10 DINNER $1.65
Childs plate (yrs. and under) .25¢

OPEN DAILY INCLUDING SUNDAYS

Banquet Facilities for Large Groups
Twiggy & Elly to Serve You.



Mr. and Mrs. Alfonso & Jesse Gonzales with their children Lorraine & Sonny

FJORDS SMORGETTE

Phone 251 - 0200 Mt. Pleasant Shopping Center on STORY ROAD

Maria's

COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante



DANCING

Featuring the Wonderful
ROYAL TONES

The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

295 - 9872 728 N. 13th St.

Ultimos Estilos en Ropa

Vista Elegantemente!

Facilidades de Pago

BERNIE BERG amigo de los de Habla Hispana le invita a que pase a ABRIR su cuenta de CREDITO y obtenga toda la ropa que necesite imediatamente, se le ofrece un excelente Plan de CREDITO.

Berg's
295 - 0868 52 S. First St.



En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.

NORMANDIN'S

Chrysler - Plymouth - Imperial

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o AUTOMOBILES NUEVOS
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House Of Values

Fine Cars

ESPECIALISTAS EN
CARROS FINOS Y GARANTIZADOS
Donde Hasta los Carros HABLAN ESPAÑOL

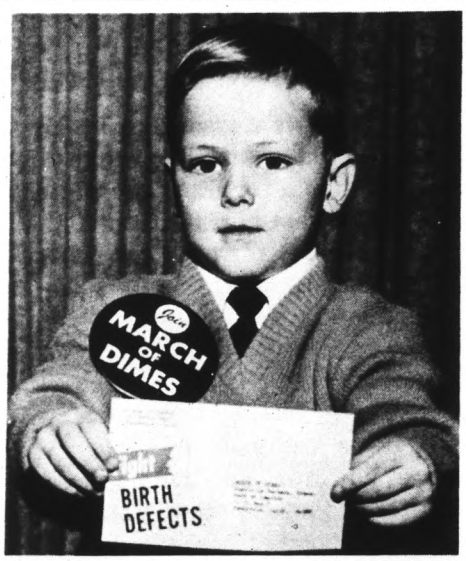
$10.00 de ENTRE

(una vez aprovado su credito)

JOE GARCIA, Prop.
286-0705 1160 E. Santa Clara St.
(En la Esquina de las Calles 24 y Santa Clara)

SANTA CLARA COUNTY THEME BOY

Stephen Stringall of Sunnyvale, 4, the Santa Clara County March of Dimes theme boy, is asking support for the fight against birth defects. He is holding one of the mail appeals which are due to arrive throughout the county this week. Aim of The National Foundation, which is supported by the March of Dimes, is to assure all children the chance of having bright minds and healthy bodies, as symbolized by Steve.





DON LA ENCANTADORA GAY y ART
LE ATENDERAN CON TODA CORTESIA

293-3236 290 S. First St.

Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

SILK AND WOOL

1 BUTTON CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats
PENDELTON SHIRTS

ABIERTO
LUNES, JUEVES, VIERNES
HASTA LAS 9 P. M.
ART MARTINEZ

FIRST NATIONAL
AND
BANK OF AMERICA
CHARGE PLANS

A SMALL BOY'S DREAM







Bobby is a small boy by any standards. At six years he weighs only 22 pounds due to a terminal muscle disease which has kept him bedridden at Valley Medical Center for over two years.

But like all small boys Bobby sometimes wishes for things too big for a little fellow to handle on his own.

In Bobby's case he heard about Disneyland, watched it on television, and he wanted to visit the magic kingdom where children see their dreams come to life and adults briefly step back into their childhood.

However, Bobby is a ward of the court and a patient at the county-owned hospital with no one to take him to places like Disneyland.

Well, not exactly no one. There is his nurse, Marilou Bernal, the center's supervisor of the maternal child health unit; a nun from the Convent of the Holy Family, who visits Bobby regularly, and the hospital's employees.

The staff raised a collection to fly Bobby, the nurse and the sister to Disneyland.

Officials from the big playland met the plane at the airport gates in Los Angeles and took the trio on a special tour of the grounds.

Later Miss Bernal described the excursion. "Everything was perfect. Bobby just talked and talked. He went on all the rides and saw everything. He really had a good time."

Afterwards the little group flew back to San Jose. Now Bobby is back at the hospital with some bright memories of the Matterhorn, Tom Sawyer, pirates and the World of Tomorrow.

And maybe he is just a little better prepared to face whatever tomorrow holds for the six-year-old with a terminal disease.

Servicio DE INCOME TAX

No Hay Substituto para la Experiencia

Mas de 26 AÑOS en el RAMO de INCOME TAX con lo que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrandole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDA OBTENER.

HORAS DE OFICINA:
Lunes a Sabado de 9:00 a 5:00 p.m.
MARTES Y VIERNES
9:00 a.m. a 9:00 p.m.

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

BAZA'R STORES

Complete Fine Jewelry Department

RUDY TENES gerente de esta Joyeria le invita a que pase a visitarlo ofreciendole Credito Instantaneo !

DIAMANTES - ANILLOS de COMPROMISO

RELOJES - ALHAJAS y toda Clase de REGALOS !

Abierto 7 dias de la Semana

Obtenga su Ejemplar de EXCENTRICO en esta Joyeria.



To serve you with a Smile Rudy Tenes and personnel.

259 - 4273 **1776 Story Rd.** **(East San Jose)**

PEPE'S Super Market & Bakery

Carnes de Primera Toda Clase de Verduras

MASA Para TAMALES

HOJAS - ESPECIES

Todos Los Domingos

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

ABIERTO DIARIAMENTE de 8:00 a.m. a 9:00 p.m.
INCLUSIVE LOS DOMINGOS



Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773 San Jose, Calif.

GONZALES BAIL BONDS
SURETY BONDS

DIA Y NOCHE SERVICIO
PARA TODA CORTE O CARCEL

SE HABLA ESPANOL

585 E. MISSION
SAN JOSE

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CALL
293-3001



- OUR COVER -

A Mothers' March Volunteer with a special interest in the problem of birth defects is Mrs. Paul Fischer of 624 Ginden drive, Campbell, shown here ready to start out on her march with Jennifer, 3, and Dan 4 1/2. Dan was born with an open spine and water on the brain; his twin, who died, had a heart malformation. Like many mothers of birth defective children. she has no idea what caused the defects. Finding causes and then developing preventive measures is a major goal of the NATIONAL FOUNDATION. Which is supported by the Mother's March of DIMES.



Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

Todos los Jueves
FLOOR SHOW
Harry Evans-Mary Crawford

Viernes, Sab. y Domingos
FLOOR SHOW
Directamente de Mexico

Mike Hermosillo y sus 9 Profesores

Con su Ritmo Tropical Latino

AIRE ACONDICIONADO

293 - 1010 **950 S. FIRST ST.**

CRITICA SOCIAL

POR
RUDY
BELLOUMINI



"Fijesen bien, que los individuos mas inteligentes son notados y observados por su caracter-no por su personalidad"



And now for the best about your friends ..... TV Newsman, Dick Reizner of KNTV II interviews Dr. Pascual Miavetey Madrazo, candidate for president of Mexico, stopped off recently in San Jose to visit Marcos Diaz Infante and map out a campaign strategy never before seen in the history of politics in Mexico. Diaz says, "From here our next stop is Washington, D.C. on to the United Nations and finally Europe; purpose of it is to gain moral and economic support from all over the world for our next President Dr. Miravete and the future of Mexico," others in the picture are: Atty. Roberto Calunga, Daniel Saldaña and Luis Nogales, rep. of Mexican-American students of Stanford University.

Introducing the future Mayor of Alviso, (if he decides to run for office) Mr. Manuel Juarez, with his lovely wife, Paula and two of his three wonderful children, Adella 8 and Lettie 2. Dora Maria, 6 months isn't in picture since



it was taken 2 years ago. Manuel is also prop. of La Rueda de la Fortuna Club and Popeye Card Club besides having the only service station in Alviso. No wonder everybody likes him, can't afford to do otherwise; especially when other service stations are miles away.



Here's an artistic representation of living dolls dressed in Santa Claus suits during the Xmas Holidays; left to right, Marina Rios, Angelica Coronado, prop. of Coronado's Beauty Salon and Irma Falcon, one of the talented singing Hermanas Falcon. Girls, for the latest gossip - call for an appointment with them 292-0055..... Another store recently opened in Eastside San Jose considered as "La Tienda de los Mejicanos y todos los Latinos en General" is BF Goodrich Tire Co., a major rubber company located at 2759 Story Rd. They also carry a long line of Televisions, Appli-

con't next page....

EN SAN JOSE

Northside Mkts.

901 N. 13th Street
286 - 9090

EN REDWOOD CITY

Food Villa

201 - ARCH ST.
365 - 9988



Linea Completa de Productos Mexicanos

Economia y Calidad !

CAMBIAMOS CHEQUES de TRABAJO
y del WELFARE
ABIERTO DIARIAMENTE
de 8:30 a.m. a 10:00 p.m.

USDA FOOD STAMP COUPONS
Gladly Accepted

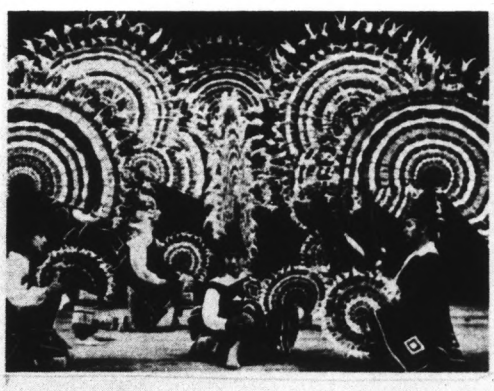
Complete LIQUOR department

ances, etc. etc. Call them at 272-1220; you'll find them to be very friendly and courteous to talk with..... Is it true the Hong Kong Flu is a women's disease since it comes from a-broad?..... After the Mini-skirt, it should be interesting what comes UP next on women's styles? ..... For an entertaining period on radio, listen to El Tejano Enamorado, Gabriel Fernandez, on FM Radio KVEZ from 4 to 6 p.m. on Saturdays and 1 to 3 p.m. on Sundays .... Hear that the charming Rosie & Arnold Hidrogo of Thrifty Cleaners have opened up another shop at 31 S. Jackson Ave. S. J... well earned.

If you really want to learn the history and culture of Mexico, don't miss the Ballet Folklorico of Mexico coming to the Civic Auditorum on Monday, Feb. 10th; for tickets, call the San Jose Box Office 246-1160. Don't wait to the last minute for it might be too late... Some of the dances represented will be: Baile Veracruzano, Danza Quexsales, Baile Michocano and La Danza del Venado, which by the way originated from the state of Sonora, Mexico.



Introducing Miss Eva Young, of Troupe Esqueda, an acrobatic family from Mexico known throughout the world for their astonishing performances on the high wires. They recently performed at the Civic Auditorium a few weeks ago.



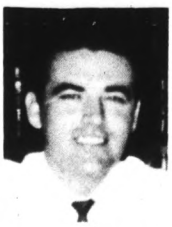


BALLET

FOLKLORICO OF MEXICO







PAUL CURIEL



MARY ESTHER SANCHEZ



MANUEL MARTINEZ OWNER



HERMAN ALVAREZ



JOHN BRECKER



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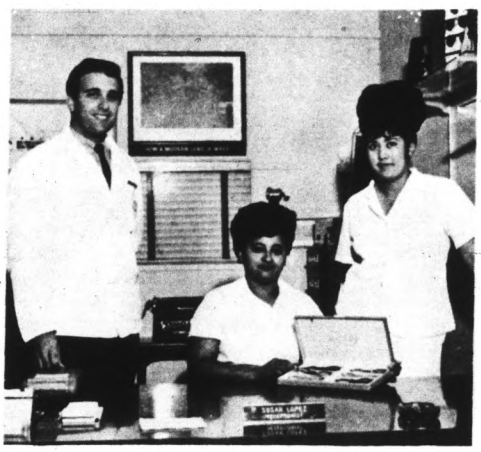
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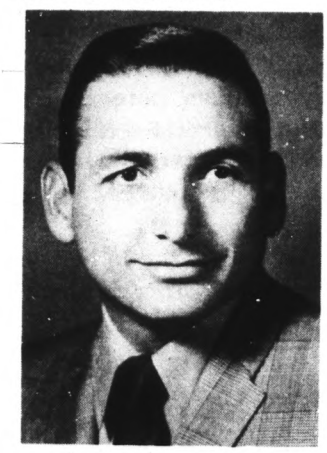
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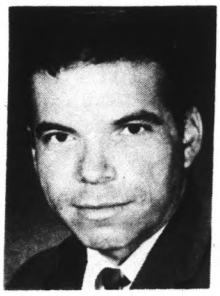
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by Marce Mora



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ESCULTISMO al DIA
por Edelberto Perez

Escultismo es la denominación que se le da en los países de la América Latina al movimiento de los BOY SCOUTS, que con una proyección internacional tiene como base fundamental el adiestramiento en ciudadanía.

Fundado hace mas de sesenta años por Baden-Powell, en Inglaterra, es en 1910 el que un grupo de hombres preocupados en la orientación de los jóvenes de su época, dan inicio al movimiento de los Boy Scouts of America.

Los muchachos y jóvenes que participan de los beneficios de este sistema educacional inigualable, representan todos los grupos nacionales del país. Las sinagogas e iglesias de todas las religiones han dado su total aprobación al escultismo, como programa para muchachos. Prominentes autoridades escolares hace tiempo que se han identificado activamente con el movimiento. Las organizaciones rurales, los clubs cívicos y los grupos fraternales y de veteranos son ardientes patrocinadores de los Boy Scouts of America. Todas las asociaciones scouts del mundo tienen bien establecido su prestigio como instituciones de relevantes servicios a sus comunidades.

Con la promesa scout inicia el muchacho, dentro del escultismo, su camino ascendente de entrenamiento, que le llevará mas tarde a la estructuración de su carácter, de sus capacidades como líder. Seguidamente un conjunto de normas o principios vienen a regular el carácter del joven, creando un estado de conciencia que será para el un sello de distinción en su vida de adulto en la comunidad.

La Ley del Scout, con sus diez artículos, constituyen de por sí, en lenguaje sencillo, el código de conducta básico para un buen ciudadano, formulando ante el muchacho, en términos positivos, virtudes tales como: honor, lealtad, servicio, cortesía, respeto y jovialidad.

Porqué millones de muchachos alrededor del mundo engrosan las filas de la hermandad escultista? Lo hacen porque lo desean, porque lo sienten, por que el fundador del movimiento scout tuvo la genialidad de apelar a la imaginación y capturar los corazones de los muchachos de todos los países.

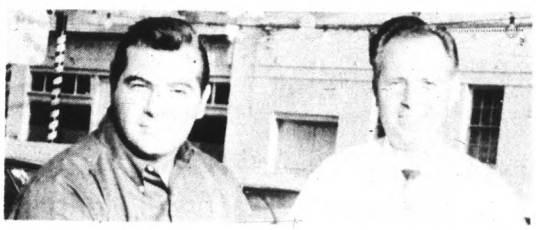
En el escultismo hay alegría, aventura y camaradería. El escultismo es un juego lleno de actividades que lo mantienen ocupado; lleno de risas que lo mantienen felíz.

El escultismo es un juego en el que participan los adultos; pero es algo mas que diversión, es un juego con un propósito, el propósito de ayudar a los muchachos a hacerse hombres a la vez que los entrena para que sean buenos ciudadanos.

A los muchachos les gusta agruparse, quieren la compañía, desean participar con otros en diversiones, chistes, bromas y formar sus propias gangas bajo la dirección de sus líderes naturales. En el escultismo esas gangas de muchachos se convierten en la "Patrulla Scout", es decir un pequeño grupo de muchachos trabajando juntos bajo el liderazgo de uno de su grupo. La patrulla es la unidad escultista, sea para trabajo, juego, servicio o disciplina del muchacho.

En los próximos números iremos explicando algo sobre las distintas ramas del escultismo y los programas correspondientes a las mismas.

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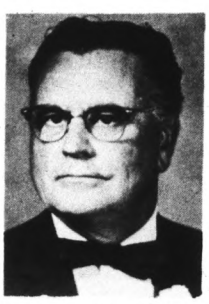
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La Comunidad De San Jose



Por
Angie Coranado

PROPOSED LETTER TO THE CITY COUNCILMEN

It seems as if we have utterly failed in securing your attention-which, as you know, is a prerequisite to communication. And it may well be that you may yet drive us to do something dramatic, as our Black brothers have had to do, before we can sit down and discuss our problems.

Your latest attempt to communicate (perhaps a sincere one), began with an insult. You have taken the position that there is no Brown man in the San Jose area, man familiar with our language, customs and problems and at the same time has the capacity to communicate them to you. You have brought a man from another area, a man with a different language and culture, and not familiar with our area and our problems, to make you aware of the problem and suggest solutions.

Perhaps this would have been overlooked, especially since we want to do nothing that would offend our Black brothers, who have suffered more than we have and whom we respect and admire. But in the recent past there are other things you have done and ought not to have done which have also been most offensive to us.

We are referring to your lack of concern for our representation in the City Council. When a councilman recently was kicked out for conduct which would have sent a Brown or a Black man to prison, and an attempt was made by our community to replace him with a Mexican - American college professor who is a well established leader in our community, you rejected him in favor of a man who does not meet the legal residential requirements to hold office. With one fifth of its population being of Mexican descent, the City of San Jose, originally founded by Mexicans, is denied a representative of our ethnic group.

And more recently, when a city agency dealing mostly with Mexican-Americans needed a director, a job where identification through language and customs is of great importance in relating to those served, a relative newcomer to San Jose, a man with a different language and culture, was selected. To perform his job adequately, he was quoted as telling reporters, he is being tutored in Spanish. The city again has presumed that no Mexican-American in San Jose is available for this position - a position which, apparently, was not sufficiently advertised.

How much longer do you think that we can continue to tolerate this type of treatment? You say you want to get together to discuss our problems. Is your capacity to understand so shallow as to preclude you knowing that your actions are reprehensible and contemptuous to us?

If you truly want to open channels of communication, there are some steps that you can take at once:

1) Place a qualified Mexican-American in the City Council. This could be done by increasing the number of members or by removing the one who is there illegally.

2) Call for the resignation of Rodnar Pulley, Executive Director of the San Jose City Tenant Relations Agency, and replace him with a person acceptable to the Mexican-American Community. We do not consider that Mr. Pulley has the judgement necessary to operate that agency correctly.

3) Name a Human Relations Executive Director who has a full understanding of the local problems and who knows something of the culture of the minority group most in need of services.

After these initial steps are taken, we feel, we will be better able to sit down and discuss the many problems which beset our community and which we can help solve by working together

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NEW COUNTY SUPERVISORS -- Victor Calvo (right) and Dominic Cortese (left) receive the oath of office from Superior Judge James B. Scott during ceremonies Monday when the two were seated as new members of the Santa Clara County Board of Supervisors.

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CHRIST IN THE CROSS

Christ in the Cross, for God said I will be in agony till the end. He is being crucified while we like 2, 000 years ago are only spectators or even worse.

He is among men and men know him not. He is porr, hungry, unemployed and cold. He is in prison, oppressed and humiliated.

He is every where that his name is proclaimed and where no one knows him. He is on the side of the demonstrators. He is a policeman on the far left, the far right and in the center.

He is a Negro, Mexican, Anglo, Chinese and even that new Chicano race who is like an orphan trying to find his place in the Sun.

He is in Vietnam. They tear him apart when they tear each other. He sweats blood for the blood of men is his own.

Under fire in the Fox hole he crys, "Father forgive them for they know not what they do".

While around him we shout, we dance, sing and insane Crucifying him with our indifferences.

Look at him on the Cross. We shall pick it up with him to heal the wounds of the unjust. It's not so heavy with Christ head of our Church.

In the Church I met a baby. From childhood with me he grew more beautiful and wiser than I. My first love, his he gave and mine he stole.

One day for me he died. I was there and saw him suffered. On the way to Calvary he showed how much, for me he cared. I wiped his face, his sweat his blood my love, my first love.

How do I remember him? Mostly in Church on the front alter where first I met him, with His Cross. You see I am that Cross he bears for love of me, he still insisted he'll be with me.

And I who love and pray he will am-proud that he find me worthy to be His Cross.

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Club Riviera

CHRIS
HENRY

Sympathy:

First of all the Club Riviera and friends would like to express their deepest sympathy to Mrs. Rachael J. Payer, who lost her devoted husband Stacey Paul Payer, January 2, 1969 in San Jose. And father of Hillard and James Payer: Mrs. Nola Lopez and Mrs. Mary Jane Adams, all of San Jose: William Payer of San Francisco. Staff Sgt. Luis Payer of the U.S. Army, Germany: And grandfather of 12 children.

Stacey Payer was a native of Winnebago, Nebraska, age 73 years. Services was held January 6, 1969 at the Mission Chapel.

Club Functions:

Club Riviera and friends were invited to Frank and Babe Espinoza's house for New Year's Eve. The party was very nice. Everybody had a good time. Bob G. sure was dancing like Arthur Murray. You looked good Bob. Paul R. said never never again. I wonder why? Frank E. what happened to a certain bottle? Hillard P. no more downing the hatch. Junior, you celebrate too long of a New's Years ever. He lost track of his days. Frank K. you were quiet this time. So thank you Espinoza's for a good time, and letting us use your lovely home.

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GEM's Beauty Salon 1717 N. 1st. Street has been recently opened. Managed by lovely Lona Urata. Let Lona, Bea or Chris, the talented staff give you a lovely hair-do. Call 287-4927 for an appointment.

Unmanagebles:

Friday night bowlers are on their second half. So we're not doing to bad for three of us. Right Ron and Frank? Payers Pals whats happening? No comment on the 4 P's, except Jim P. your doing marvelous.



This little Miss America is Andrea Nadine, the proud parents are Mr. and Mrs. Ron Henry, and proud god-parents are Mr. and Mrs. Frank Espinoza. We wish you all a Happy New Year for 1969. And keep smilin', and pray that this world will be a better place to live in, for her and many more baby's to come.

Until next time. Lots of luck to all Latin American Clubs and staff of the El Excentrico to have a good year in their Club Functions.

Chris Henry

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CANDY VELIZ

The time is here to give praise to those that justly deserved it, not as my own choice but with the help of many. Unless it was absolutely unavoidable a close friend of kin of mine will not be named, not because they may not deserve it, but because I am trying not to be bias.



The Great Sebastian Adame, the most eligible bachelor with a prediction that he will not be a bachelor by the end of 1969.

MAN OF THE YEAR

Major Joseph Zarzosa



The oak leaf wasn't tarnished and it is shining brighter than ever. Long live the Major. Men like him are rare.



Andy Flores and his orchestra, favorite and outstanding of the year.



Toni Sine, the waitress of the year. A broken leg didn't stop her from being pleasant.

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VIEWS & REVIEWS

WELFARE: It is a necessity and we must have it but it shouldn't be taken as a way of life and abuses must be stopped.
HOUSING: Why not a Mexican-American to lead the program or does City Hall think we don't have the sense to do it.
POLITICS: Lets get ourselves elected, the ones we elect turn their backs to us. i. e. the supervisors proved it recently in a meeting where a non spanish speaking man was picked to do a job which rightfully belongs to a Mexican-American, however; to keep us quiet they are going to pay a Mexican-American to teach him to speak spanish. Big deal!!
RIOTS, PROTECTS, ETC. ETC. Some are valid, some are power getting gimmics for a selected few, but most of them I don't understand, because as they put it, if you are over (30) you are out, and unable to understand their views. It might surprise them to know that most under 30 don't understand either.
E.O.C.: The idea is great. I hope the beaurocrats won't ruin it for the unfortunate.

"THIS "N" THAT"

1. To R.M.S. to the best information that I could come up with, you do have to have fought on a foreign war or at least be on a foreign war zone to be able to join the Veterans of Foreign Wars. i.e. my good friend Richard "Gallito" Martinez has fought on the rock in Alcatraz and Watts among other places in the states, still he is not eligible to join the V. F. W. and that's that.

Mr. Felipe V. Rios having received in 1944-45 the Purple Heart, I Victory Ribbon, 5 Bronze Star, Bronze Arrowhead, Campaign Ribbon, 5 Overseas Service Bars and 1 service Strip Distinguished Unit Badge certainly deserves to be congratulated. Congratulations Mr. Rios on your fine War Record. Thanks for writing Mr. R.M.S.

It happened! Sam Guevara and Lydia Corria got married. Congratulations.

Seen together quite regularly is Ruben Rojas and Mary Martinez. Habra Romance?

It is not true that Lou (The Tummy) Granados was irked because the Colts lost. He was right down furious, after all it's not every day that he loses a dime to Dan Aguirre - it's not the dime it's the damn smile on Dan's face. Que sera, sera!!

Luis Saucedo vacationing in Mexico. He told me that he was going to the capitol, Tijuana. Since I don't know anything about Mexico I'll just have to agree with him.

Tino Gonzales will soon open his own restaurant. It is going to be called "El Mas Alla", that the one he had before.

It is not true that Dan Lopez, Enrique Flores and Roberto Ramirez were born at night, they just stayed out in the sun too long.

It is a fact that Carlos Gomez and his wife Isabel were in the Starlight Dance Hall for New Year's. "Incredible pero cierto".

Finish
Candy

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PINK ELEPHANT market

PINK ELEPHANT market

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EVERY SATURDAY & SUNDAY

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DAVID PEREZ y su CONJUNTO
Directamente de Texas
MAS OTRA ORQUESTA
Domingo 26 de Enero
TARDEADA de 3:00 a 11:00 p.m.

Anselmo Martinez

MAS OTRAS DOS ORQUESTAS
DOMINGO 2 de FEBRERO
TARDEADA de 3:00 a 11:00 a.m.

Starlight Ballroom

47 Notre Dame Ave. San Jose



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AQUI ENCUENTRA UN AMBIENTE ALEGRE y FAMILIAR

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Including Sunday
Specializing in Razor Cuts
and Hair Styling !

HAIRCUTS $2.00



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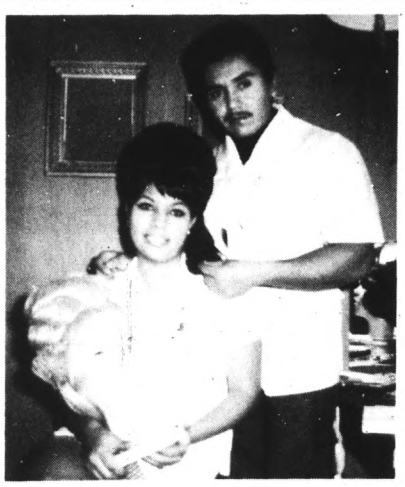
Sam Sakamoto, accounting supervisor in the County Finance Department is congratulated by United Fund President Bart R. Van Eck for leading the county's employees most successful United Fund effort. Contributions, at Sakamoto's urgings, rose 14 percent to a total of $52,582. Ralph H. Mehrkens, chairman of the Board of Supervisors, also received a United Fund "Good Guy" award for his efforts in support of past UF drives.

Glory Sales Co.

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OF SUPREME QUALITY
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WIGS 100% H.H. from $19.95
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por
Daniel Saldaña

NOTAS AL VUELO

El primer candidato a la presidencia de la República Mexicana para el próximo sexsenio, el Sr. Licenciado Pascual Miravete y Madrazo, visitó San José; en breve estancia dictó una conferencia en la Universidad de Stanford y otra en San José State College, las dos fueron muy interesantes. Los estudiantes México Americanos de S.J.S.C., preguntaron, al Dr. Miravete y Madrazo, cual era el motivo de su visita; el candidato contestó, que sabiendo la existencia de la gran concentración de mexicanos en esta área, quiso visitarlos para enterarse de sus problemas y estudiar la forma de resolverlos. Algunas personas han llamado expresando su desaprobación por la visita del político mexicano.

Mexican American CULTURAL FOUNDATION

Mexican American Cultural Foundation, está organizando varias presentaciones de el "Dueto Rene y Rene" en diferentes salones de San José, las personas interesadas en conocer personalmente a esta famoso dueto, pueden tomar información con el Sr. Don Morcho, al teléfono 225-9090, coordinador de Programa.

HONG KONG FLU

Numerosas personas de la localidad han sido atacadas por el Hong Kong flu, resultando con ello el entorpecimiento de las actividades en todas partes, notandose la ausencia de muchas personas que han tenido que recluirse en sus domicilios o en los hospitales, dejando de asistir a sus labores.

ENTRENAMIENTO para TRABAJO

El Farm Labor Office en el 1277 al Norte de la Calle 15 en San José, está ofreciendo entrenamiento en diferentes trabajos, las personas que califiquen recibirán paga durante el tiempo que dure el entrenamiento, los interesados pueden dirigirse al teléfono 295-6364.

REVISTA EL EXCENTRICO Pilar de Estabilidad...

Mas de veinte años cumple el Magazine EL EXCENTRICO, veinte años de la única publicación México Americana del Valle de Santa Clara. La recia personalidad del Sr. Don Humberto García se ha impuesto sobre todas las dificultades, barreras y escollos que siempre están en asecho para esta clase de publicaciones, el Sr. García, contra viento y marea ha podido sortear todas las tormentas durante veinte largos años, desde el primer número que vió la luz el día 2 de Abril de 1949 hasta la fecha se ha recorrido un largo camino en el cual muchas otras publicaciones han saltado a la palestra del periodismo y han sucumbido, son incontables los sepulcros en donde descanzan esos otros gladiadores, el único de ellos que vive es EL EXCENTRICO, que sigue su trayectoria de servir a la comunidad de habla hispana del Valle de Santa Clara.

El Sr. Humberto García se ha ganado el reconocimiento a sus esfuerzos, especialmente de la población México-Americana y en cualquier época que se hable del periodismo hispano de esta área, el nombre del Excéntrico ocupará lugar prominente en la historia periodística.

Adelante Don Humberto García y que sus esfuerzos se vean coronados por el buen éxito que Ud. merece.

Santa Clara GI Forum Black & White CORONATION BALL

El Sr. Mike Ybarra, presidente del G I Forum (Santa Clara Chapter) ya está haciendo los preparativos para el tradicional baile Blanco y Negro, esté Ud. pendiente, en los próximos números de El Excéntrico se dará la información.

Lo Monaco's
JEWELERS

DIAMONDS - WATCHES - GIFTS



BUD LoMONACO y su Atento Personal
Trofeos y Grabacion de los Mismos
COMPOSTURA de RELOJES
ABIERTO diariamente de 9:00 a 5:30 p.m.
Los Jueves de 9:00 a.m. a 9:00 p.m.
HABRA SU CUENTA de CREDITO !
251-4100 2904 Alum Rock Ave

The Bear Kave

OPEN
NOON
Saturday &
Sunday
2:00 P.M.
Weekdays



Your Own East Side Topless Club

FEATURES
* MISS BAR MAID 1968
* TOPLESS & BOTTOMLESS GIRLS
* PSYCHADELIC LIGHTS
* ART MOVIES
* POOL and PINBALL GAMES

(Villa Felice Shopping Center)
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e hijas
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CERVEZA Bien Refigerada de todas Marcas
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BAILE los Viernes, Sabados y Domingos
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JOE RIOS con su cantante Ruben Rubio
(el Marlon Brando Mexicano)

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Alviso, California

EL FOTOGRAFO de
LAS ESTRELLAS

RICHARD DIAZ
292 - 3294





PFC. ALFRED S. URIAS
Wounded in Viet Nam

Pfc. Urias was wounded in Viet Nam in the month of December of 1968.
He is presently recuperating in a Denver Colorado Hospital. His parents are Henry and Anita Urias of San Jose.
Alfred is a native of San Jose, attended San Jose High School.



GILBERTO RAMOS
y su gentil esposa

Gilberto es el caballero que nunca les dice NO, NO, NO, a sus muchos clientes.

Presenting FRANKIE & HIS MATADORES
Who will appear at the Starlight, Sunday, JANUARY 26, 1969





Complete Line of Mexican Foods



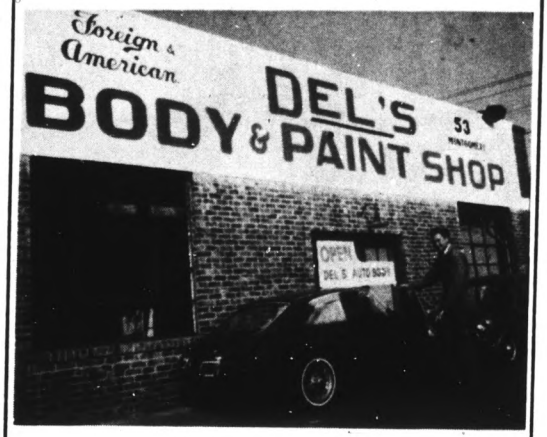
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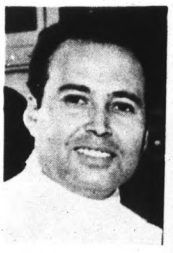
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:- For Channel 36 -:

First National - Bank Americard
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Blanca y Jose J. Alvarado

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Traducciones - Notario Publico

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Jose J. Alvarado

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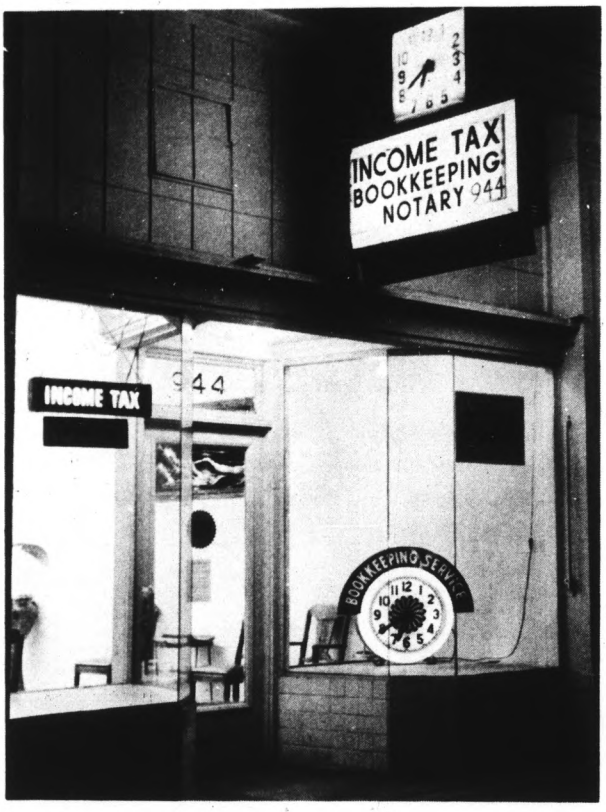


Nick H. Guerrero

Notary Public

Arreglamos Asuntos de

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CONTABILIDAD
DE PROFESIONISTAS Y NEGOCIOS

REPORTES MENSUALES DE
GANANCIAS Y PERDIDAS

PAGO SEMANAL DE EMPLEADOS

VISAS, MICAS PERDIDAS, TRADUCCIONES
REGISTROS, CERTIFICADOS, CARTAS DE
PODER, DOCUMENTOS NOTARIZADOS,

LICENCIAS SUSPENDIDAS

HORAS DE OFICINA
9:00 a.m. a 9:00 p.m.
(LUNES a SABADO)
Domingos 10 a 5:00 p.m.

Proteccion de Investigaciones de Income Tax

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GARANTIA MAXIMA
EN SUS DEPENDIENTES !

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DE SUS GASTOS !

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VES A MARTES

23-28 de ENERO





JUEVES-VIERNES-SABADO

30 de ENERO - 1 de FEB





RCOLES SOLAMENTE | **Premiere** | **29 de ENERO**



- ADEMAS -

